



THE **A**UTOBAHN FACTOR

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FROM GERMANY COMES MERKUR—AN EXCITING BRAND OF PRECISION CRAFTED AUTOMOBILES



The German Autobahn. No other highway system has had as dramatic an impact upon the development and engineering of the automobile.

The reason is unlimited speed. For more than 50 years, the Autobahn system has allowed speed to be limited only by driver skill and vehicle capabilities. That means cars built for West German drivers must have the capability to be pushed to the limit every time the driver gets behind the wheel.

The Autobahn is much more than just an elaborate highway system. It is a vivid example of the dedication to quality and engineering excellence German craftsmen are so famous for.

The Autobahn has served as the proving ground for an entire automobile industry that is world famous for its engineering excellence.

In addition to providing an efficient, comfortable environment, a car designed for Autobahn travel must also give the driver the resources to respond quickly, accurately and with complete control. In technical terms, that translates into strong unitized body construction, a taut independent suspension, precise rack-and-pinion steering, powerful vented disc brakes and high-performance radial tires.

AN AUTOBAHN PIONEER

One company well-versed in the demands of the Autobahn is Ford of Germany. Headquartered in Cologne, Ford of Germany started producing automobiles well before the Autobahn was constructed. The year was 1925, three years before BMW produced its first car.

A HERITAGE OF RACING SUCCESS

Ford of Germany's reputation for building high performance automobiles can

be traced directly to its success in racing and rally competition. From the famous Nürburgring racetrack to LeMans, Ford of Germany has been a major force in world-class competition.

MERKUR. IN THE GERMAN TRADITION

Now, the experience and technology of Ford of Germany is available in America in a growing family of motorcars by Merkur (mare-koor). The first, XR4Ti, a sports coupe, was introduced in America in 1985. And in 1987, it will be joined by Scorpio, a 4-door touring sedan. In the next few years, the Merkur brand will continue to grow with the addition of other models.

Each model in the Merkur line will be different in character and purpose but all will share in the dedication to quality and driving enjoyment drivers have come to expect from German-bred automobiles. It is a quality, a precision of design and engineering that is easily seen, but more importantly, felt in the driver's hands.

THE MOST EXTENSIVE SALES AND SERVICE NETWORK OF ANY EUROPEAN NAMEPLATE IN NORTH AMERICA

With more than 750 outlets, the Merkur brand offers nearly twice the number of sales and service outlets of any other European nameplate sold in North America. Each dealer has been carefully selected and has met comprehensive standards in order to qualify.

In the following pages we invite you to take a closer look at the XR4Ti sports coupe and the Scorpio touring sedan from Merkur. We trust it will give you a clear understanding of the unique driving experiences these Merkur automobiles from Germany offer. And how Merkur is advancing the art of driving.

WHY AN ABLE PERFORMER ON THE AUTOBAHN IS AN ENJOYABLE PERFORMER OFF THE AUTOBAHN

While the Autobahn affords drivers the choice of unlimited speed, it is not necessarily the best environment for achieving maximum driving pleasure.

The downside of high-speed travel is stress. At 100 mph there is little opportunity for relaxation.

ABSOLUTE SPEED IS NOT A NECESSARY FACTOR IN THE ACHIEVEMENT OF DRIVING PLEASURE

In Germany as in America, it is on the twisting secondary roads that a driver can really enjoy the finer qualities of a capable sports coupe.

The constant changes of terrain and direction of the road provide an environment that tests vehicle handling and performance as well as driver skill.

And it is here that the differences between German and American driving conditions fade into insignificance. In fact, the speed limit on most U.S. secondary roads (55 mph) is faster than the limit on German secondary roads (80 kph or 49.6 mph).

THERE ARE MANY ELEMENTS THAT MAKE A SPORTS COUPE FUN TO DRIVE

When Ford of Germany engineers began development of the prototype for Europe that was to become the XR4Ti for America they had to make an important decision: front-wheel drive or rear-wheel drive.

They chose a front-engine/rear drive arrangement for a variety of reasons. One of the most important was its advantages over front-drive in terms of weight distribution. XR4Ti achieves a near perfect balance with a 53/47 split

front/rear) and overall handling characteristics. With rear-wheel drive the forces that steer the car and those that power it are separated and can therefore be controlled individually. This combination allows the driver to adjust the vehicle's cornering attitude easily with the steering wheel or throttle.

A PROPER FEEL OF THE ROAD

Power-assisted rack-and-pinion steering with excellent road feel is an essential part of the Ford of Germany approach to performance.

XR4Ti's steering is a variable ratio rack-and-pinion design which provides minimal effort at low speeds and higher effort for maximum road feel at highway speeds. And with less than three turns lock-to-lock it's among the quickest in its class.

THE PERFORMANCE OF AN OVERHEAD CAM TURBOCHARGED

FOUR-CYLINDER ENGINE

The major drawback to travel on a secondary road can be the difficulty in passing slower traffic. Passing safely often requires exceptional acceleration capabilities—exactly the kind of acceleration XR4Ti delivers.

At peak output, XR4Ti's 2.3-liter turbocharged overhead cam engine mated to the 5-speed manual transmission produces 175 horsepower (SAE net). This combination gives it a 0 to 60 mph acceleration time of a scant 7.8 seconds.

The XR4Ti with the optional 3-speed automatic is also an impressive performer. Under full throttle the automatic makes its transitions from one gear to the next while keeping the turbo boost on, so there is no lapse in power—only a strong, smooth surge of acceleration.

THE SOPHISTICATION OF A FULLY INDEPENDENT SUSPENSION

Since 1972, Ford has produced European models with 4-wheel independent suspensions. XR4Ti benefits from that experience with a fully independent suspension with MacPherson struts up front and semi trailing arms in the rear. It provides responsive handling and a comfortable ride.

INFORMATION IS AN ESSENTIAL FACTOR

To the German way of thinking it is essential that the driver of a performance vehicle be well-informed. In XR4Ti this is accomplished with precise analog instrumentation. It is preferred for performance applications because it allows the driver to gauge performance by the rate at which the indicators on the tachometer or speedometer climb or fall.

And in XR4Ti, tachometer, speedometer, turbo boost gauge, engine coolant gauge and fuel gauge are all backlit to reduce glare.

THE GOAL ACHIEVED

In preparing XR4Ti for America the engineers were given an ironclad mandate: XR4Ti's performance must match that of its European counterpart. The responsibility for building XR4Ti was given to the famous German coach builder Karmann in Rheihe, West Germany.

The success in attaining the goal of matching the performance of XR4Ti's European counterpart is best described in this assessment of XR4Ti by *Car and Driver* editor-at-large, Brock Yates.

"We are discussing here a legitimate automobile—a machine that has been yanked off the Autobahns and removed to our interstates with no penalty whatsoever."

XR4Ti



SCORPIO



A WORLD-CLASS TOURING SEDAN EARNS RESPECT ON THE AUTOBAHN

Scorpio was introduced in Europe in mid-1985 and is presently undergoing the lengthy certification process required by law for entry into the United States. Built at Ford of Germany's Cologne facility, Scorpio is scheduled to join the Merkur family in America in 1987.

Scorpio represents the next step in the growth and evolution of the Merkur family. While it shares the same dedication to quality, precision and driving enjoyment exhibited by XR4Ti, Scorpio is a very different automobile. Where XR4Ti fits into the sports coupe category, Scorpio is a touring sedan placed in what Europeans refer to as the Executive Class.

The Executive Class in Europe is comprised largely of 4-door sedans such as the BMW 7 series, Jaguar XJ6, Opel Senator, Saab 9000 and Audi 100 (Audi 5000 in U.S.).

Scorpio is a large car by European standards. A 5-passenger, rear-wheel-drive, 4-door touring sedan powered by a 2.9-liter V-6 engine and available with a 5-speed manual or a 4-speed automatic overdrive transmission.

ATTRACTIVE STYLING. SAFE AND PRACTICAL

Aerodynamics played an important role in the development of Scorpio. But aerodynamic purity was not to be achieved at the expense of safety or practicality.

For instance, a reduction in the size of the outside rearview mirrors could have made significant gains in aerodynamic measurements on Scorpio, but there would have been a more important loss in the area of safety through reduced vision to the rear. Likewise, laying the windshield back at a more streamlined angle would have improved aerodynamics, but the larger glass area and its steep angle would have increased heat build-up inside during hot weather.

These are examples where the

attainment of impressive statistics was given secondary consideration to the more important concerns of safety, practicality and comfort.

Despite these worthwhile concessions, Scorpio engineers still attained an impressive drag coefficient of only 0.34.

AN INTERIOR OF IMPRESSIVE DIMENSIONS AND ACCOMMODATIONS

The German automotive publication *mot* had this to say about the European Scorpio's interior: "As far as interior dimensions go, the Scorpio is best in its class—it can also match luxury saloons [touring sedans] such as the Mercedes S range and the BMW 7 series."

The driver's area has been designed for ergonomic efficiency with precise micro switches and short, quick response steering column stalk controls. The instrumentation is of analog design for easy reading.

ABOVE ALL ELSE, AN AUTOMOBILE TO BE DRIVEN

As its heritage suggests, Scorpio is an automobile for the driver who appreciates the German approach to performance and comfort, an approach aimed at being functional rather than frivolous.

Its four-wheel independent suspension was mentioned by Germany's leading automotive magazine, *Auto Motor und Sport*, in a comparison test against competitors from Audi, BMW, Mercedes and Opel. "The consummate ease with which it filters off unevenness in the road surface is extremely impressive and is not attained by any of its competitors..."

"Even when fully loaded, the spring travel proves long enough to prevent any jarring. There is no doubt about it: the suspension comfort offered by the Scorpio does provide a quite special form of driving pleasure."

Scorpio's firm yet comfortable ride

and handling characteristics hold true to its German heritage. It is an automobile built to actively support driver and passengers.

THE ADVANTAGES OF ABS BRAKING

Stern, Germany's most influential news magazine, gave a detailed account of the benefits of Scorpio's standard Anti-Lock Brake System (ABS). "Scorpio drivers need not despair in emergencies. The ABS system which Ford has developed together with the brake-manufacturer Teves not only reduces the braking distance, but also ensures that the car can still be steered....We have tried out the new computer brakes at the Nürburgring racing circuit. They work tremendously well."

ABS is the most advanced braking system of its type in the world. It uses an onboard computer to individually apply and release the brakes at all four wheels. The car's rear brakes work in tandem while the front brakes are individually controlled to stop the car faster and with greater straight-line stability and steering control than conventional brake systems—on wet, icy, or dry pavement.

What final opinion did Europe's automotive writers express on Scorpio?

CAR OF THE YEAR BY EUROPEAN PRESS

Scorpio upset the delicate balance of power on the Autobahn when it earned the coveted title of Car of the Year in Europe for 1986.

Winning was no easy feat.

A jury comprised of 56 professional automotive writers from 17 European countries selected Scorpio over every other new car introduced in Europe during 1985. Two notable competitors were the Mercedes-Benz 300E and the Saab 9000.

Scorpio is one more example of how Merkur is advancing the art of driving.



MERKUR

Advancing the art of driving.